

## THE EFFECT OF SERVICE QUALITY AND PROMOTION ON PURCHASE DECISIONS AT DW DIGITAL PRINTING IN MAJALENGKA

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### Abstract

**Purpose:** This research aims to determine the influence of service quality and promotion on purchasing decisions at DW Digital Printing, Majalengka Regency.

**Research Methodology:** The study employs quantitative descriptive methods for data collection. Data was gathered through questionnaires distributed to respondents via Google Forms, and hypotheses were calculated using SPSS. The population consisted of DW Digital Printing consumers who had purchased banners, with a sample size of 61 respondents.

**Results:** The findings indicate that for the service quality variable, the t-test results show  $t_{count} > t_{table}$  ( $4.513 > 1.671$ ) with a significance level of  $0.00 < 0.05$ . This leads to the rejection of  $H_0$  and acceptance of  $H_a$ , indicating a positive and significant influence of service quality on purchasing decisions. Conversely, the promotion variable yielded  $t_{count} < t_{table}$  ( $1.544 < 1.671$ ) with a significance level of  $0.128 > 0.05$ , resulting in the rejection of  $H_0$  and acceptance of  $H_a$ , indicating a positive but insignificant influence of promotions on purchasing decisions. The F-test revealed  $F_{count}$  of  $78.488 > F_{table}$  of  $2.40$  with a significance level of  $0.00 < 0.05$ , leading to the rejection of  $H_0$  and acceptance of  $H_a$ , suggesting a positive and significant influence of service quality and promotion simultaneously on purchasing decisions.

**Limitations:** This research contributes to the understanding of how service quality and promotional strategies impact consumer purchasing behavior in the digital printing industry, providing insights for businesses to enhance their marketing approaches.

**Contribution:** This research makes a significant contribution to understanding the impact of service quality and promotion on purchasing decisions in the digital printing industry. The findings can be utilized by printing business owners, particularly DW Digital Printing, to formulate more effective marketing strategies. By enhancing service quality and optimizing promotional strategies, companies are expected to attract more consumers and increase customer loyalty. Furthermore, this study provides insights for academics and future researchers to further explore the relationship between these variables in different contexts, as well as to enrich the existing literature on consumer behavior in the service sector.

**Keywords:** Service Quality, Promotion, Purchasing Decisions



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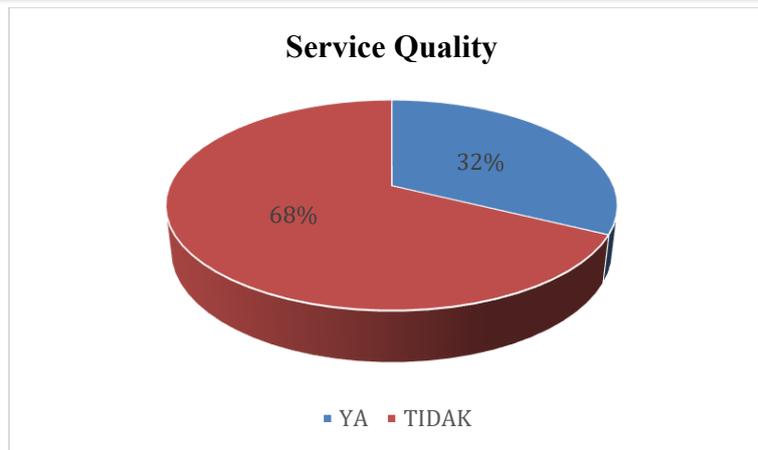
## 1. INTRODUCTION

The printing industry in Indonesia is considered a business that will never fade away. With the continuous development of the era, it is certain that technology will also develop, the printing industry in Indonesia currently uses digital or offset machines increasingly. The printing industry in Indonesia is quite unique, because it turns out that it has been available to various corners of the country. This proves that the prospects for the printing industry are quite promising to support the community's economy. Majalengka is a city where quite a lot of people start businesses in the printing sector such as making banners, brochures, and stickers to promote their business products. DW digital printing printing is one of the businesses in the printing sector and one of the Village-Owned Enterprises (BUMDES) units in Dayeuhwangi Village, Lemahsugih District, Majalengka Regency which was just established on November 20, 2020. However, this printing business often faces challenges in terms of service quality and marketing strategies. In general, marketing can be said to be a mindset that realizes that a company cannot survive without purchasing transactions. So, it can be concluded that a company must be aware that purchasing transactions are the main key to a company's survival.

The competition has also begun to be felt by DW digital printing as a challenge to attract as many consumers as possible. Therefore, what DW digital printing must do is to excel in service quality and promotion in order to attract consumers to make purchasing decisions at DW digital printing.

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The competition has also begun to be felt by DW digital printing as a challenge to attract as many consumers as possible. Therefore, what DW digital printing must do is to excel in service quality and promotion in orders to attract consumers to make purchasing decisions at DW digital printing.



**Figure 1.** Data Diagram of Service Quality Based on Consumer Respondents

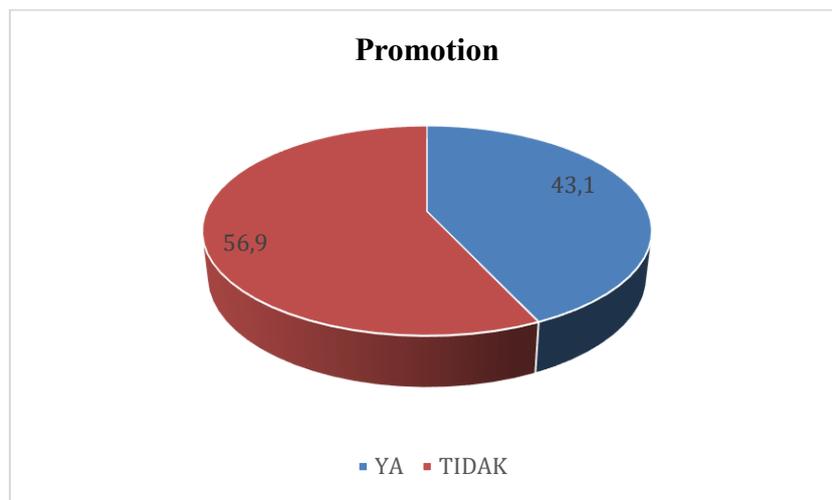
Source: questionnaire distributed to respondents

Based on Figure 1. service quality data at DW Digital Printing shows that more respondents are dissatisfied with the quality of service provided by DW Digital Printing. In addition to service quality, a factor that influences purchasing decisions is promotion. Because promotion is one of the important aspects of communication in the marketing process where companies try to reach the company's target consumers to disseminate relevant information, and can influence and convince the target market to respond positively to their products, in the hope of getting a market that accepts better. (Sri Wdyanti Hastuti & Anasrulloh, 2020) When consumers make assessments, promotion is often a determining factor in product purchasing decisions, because promotional elements help convey information related to the products that consumers want to buy.

To be able to remain competitive in the business market, a company needs to have an effective marketing system because marketing is the key to increasing product sales. One of the effective strategic methods used by a company to carry out marketing is through promotional activities (Putri, 2022). Promotion can be done through various methods, such as utilizing social media platforms or conventional media such as banners and brochures. However, not all types of promotions are appropriate for the products offered because each product that wants to be marketed has different criteria, even though they are included in the same product category (Supriyanto et al., 2021). The promotional mix according to Kotler and Armstrong (2010) in the book (Putri, 2022) is as follows: "A company's total promotion mix-also called its marketing communications mix-consists of the specific blend of advertising, public relations, personal selling, sales promotion and direct marketing tools that the company uses to persuasively communicate customer value and build customer relationships."

This means that a company's total promotional mix, also called a marketing communications mix, consists of a specific blend of advertising, public relations, personal selling, sales promotion, and direct-marketing tools that the company uses to persuasively communicate customer value and build customer relationships. According to research conducted by (Istighfarin et al., 2021), Philip Kotler and Kevin Lane stated that "promotion is the key to success in marketing activities, which basically involves all actions to communicate products or services to the target market, with the main goal of influencing consumers to make decisions immediately".

Thus, DW Digital Printing must lead a lot of promotions in order to attract consumers to make purchasing decisions, because with promotions, it can provide information to consumers about the products or services we sell and consumers make purchasing decisions in our company. And according to (Sulaiman et al., 2021) Promotions that can be carried out consist of advertising, direct selling, sales promotions, and public relations. In essence, decision making is a stage where choosing between several available action options, with the hope of achieving the best or optimal results (Sri Wdyanti Hastuti & Anasrulloh, 2020). The phenomenon that occurs due to the lack of promotion in the company has resulted in a lack of consumer interest in making purchases at DW Digital Printing. This is also proven by researchers by conducting the following initial survey.

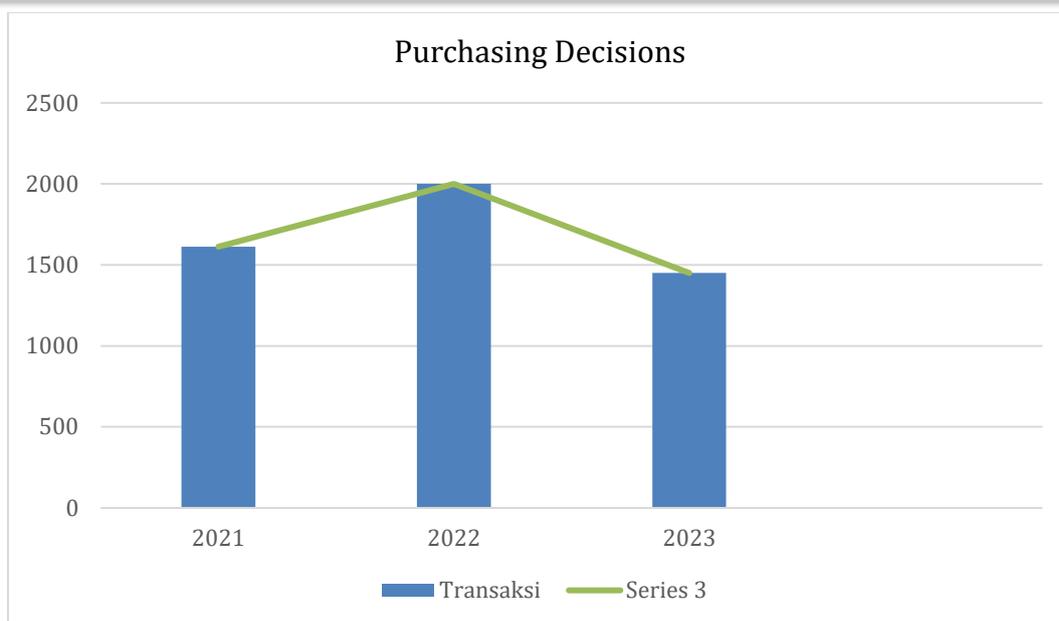


**Figure 2.** Data Diagram of Service Quality Based on Consumer Responds

Source: questionnaire distributed to respondents

Based on Figure 2, the promotional data carried out by DW Digital Printing is proven that more respondents feel that the promotion carried out by DW Digital Printing is lacking, this is what causes some consumers not to want to make purchases. In a book written by Putri (2022) it states that: "Purchase decisions are purchases that are influenced by preferences towards a particular brand. However, there are two factors that can influence the difference between intention and implementation of purchases". The first factor is the views or opinions of others, while the second factor is unexpected conditions or circumstances that influence the decision-making process in purchasing. Thus, although other people's opinions and unexpected situations can influence a person's desire to buy, this does not always guarantee that the desire will result in the act of buying. According to Swastha in the research (Aryandi et al., 2020.) said "Purchase Decision is a strategy for solving problems related to human activities to buy goods or services to fulfill their desires and needs which involves steps starting from recognizing needs and desires, searching for information, evaluating purchase alternatives, purchasing decisions and post-purchase behavior".

Therefore, companies must be observant in seeing what factors consumers always pay attention to in order to attract consumer interest in the decision-making process. Because consumers always consider these things in deciding to buy. In the process of making a purchase decision, there are many factors that must be considered before someone actually makes a purchase, one of which is in terms of service quality and promotion factors.



**Figure 3.** Data on consumers who made purchasing decisions for the period 2021-2023

Source: Dw Digital Printing company data

Based on Figure 3 Consumer data regarding purchasing decisions in the 2021-2023 period shows that consumers who make purchases are unstable or increase. This is because DW Digital Printing still does not have a stable consumer. In 2022, DW Digital Printing increased because it was recognized as the first company in Leimahsuigh District and received several companies that did not have outdoor machines for printing banners, one of which was Saung Print. In 2023, Saung Print will have an outdoor machine and become a rival in the news media in Leimahsuigh sub-district and Saung Print's marketing strategy will be more advanced than DW Digital Printing.

**Table 1.** Comparison of marketing strategies of DAN Digital Printing and Saung Print

| Printing name              | Quality of Service  | Promotion  |
|----------------------------|---|--|
| <b>Saung Print</b>         | <ul style="list-style-type: none"> <li>- On time delivery</li> <li>- Fast response admin</li> <li>- Order conformity (measurement and design)</li> </ul>                        | <ul style="list-style-type: none"> <li>- Providing attractive promotions</li> <li>- Offering and providing various products</li> </ul> |
| <b>DW Digital Printing</b> | <ul style="list-style-type: none"> <li>- Orders sometimes occur without being on time</li> <li>- Admin slow response</li> <li>- Sometimes there are some mistakes in</li> </ul> | <ul style="list-style-type: none"> <li>- Lack of promotion</li> <li>- Rarely offer products offline or online</li> </ul>               |

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| Printing name      | Quality of Service   | Promotion   |
|--------------------|--|---|
| <b>Saung Print</b> | <ul style="list-style-type: none"><li>- On time delivery</li><li>- Fast response admin</li><li>- Order conformity (measurement and design)</li></ul> | <ul style="list-style-type: none"><li>- Providing attractive promotions</li><li>- Offering and providing various products</li></ul> |

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ordering

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Source: consumer interview data

Therefore, the researcher found several problems in DW Digital Printing in accordance with the background above, namely that in DW Digital Printing there is still a lack of service quality, this is proven because there are still several complaints from consumers starting from late orders, slow response admins, and cashiers who make wrong notes. Therefore, the importance of Service Quality explains why service quality is an important factor in marketing at DW digital printing. This can include consumer trends that increasingly prioritize good experience and service. There is still a lack of promotion carried out by DW Digital Printing. Therefore, there are still many people who are less interested in DW Digital Printing because of the rare discount promotions, rarely offering attractive promotions, rarely marketing their products. The Relevance of Promotion is to discuss the importance of promotion in influencing consumer awareness and their purchasing decisions. The Interaction between Service Quality and Promotion is to highlight the relationship between service quality and promotion, such as how promotion can improve perceptions of service quality or vice versa, in determining purchasing decisions.

## 2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

### 2.1. Literature Review

#### *Service Quality*

Service quality is an important factor influencing customer satisfaction. According to Kurniawati (2020), service quality involves behaviors or actions that affect consumer judgments, including aspects of responsiveness, reliability, and empathy. Previous research indicates that improving service quality can enhance purchase decisions.

#### *Promotion*

Promotion is an effective communication tool used to attract consumer interest. Kotler and Armstrong (2010) state that promotion includes advertising, personal selling, and sales promotions aimed at influencing consumer behavior. Research by Astuti and Anggresta (2022) emphasizes that appropriate promotions can increase purchase decisions.

## **Purchase Decision**

The purchase decision is a complex process influenced by various factors, including service quality and promotion. According to Swastha (2020), the purchase decision involves evaluating alternatives and selecting products. Satisfaction with service quality and the effectiveness of promotions significantly affects this decision.

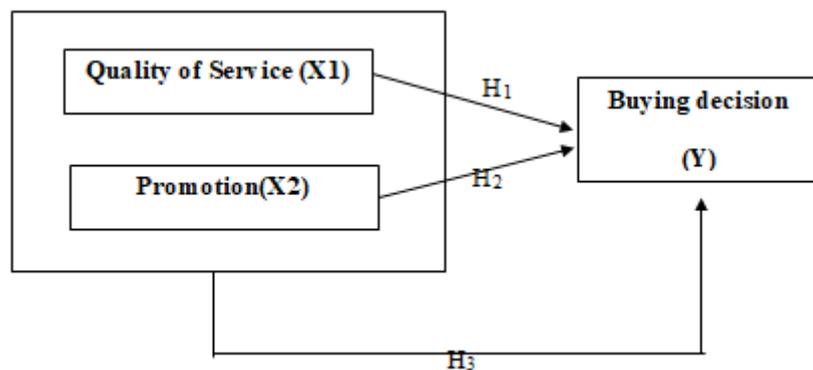
## **Influence of Service Quality and Promotion**

Several studies show a positive relationship between service quality and promotion on purchase decisions. Aryandi (2022) found that service quality significantly influences purchase decisions, while research by Ginting (2023) indicates that promotion also has a positive impact, although it is not always significant.

## **2.2. Hypothesis Development**

Based on the literature review above, the proposed hypotheses are:

1. **Hypothesis 1 (H1):** Service quality has a positive and significant effect on consumer purchase decisions at DW Digital Printing.
2. **Hypothesis 2 (H2):** Promotion has a positive and significant effect on consumer purchase decisions at DW Digital Printing.
3. **Hypothesis 3 (H3):** Service quality and promotion simultaneously have a positive and significant effect on consumer purchase decisions at DW Digital Printing.



**Figure 4.** Reseach Framework

## **3. RESEARCH METHODOLOGY**

### **3.1. Research Design**

This study employs a survey-based methodology to explore the influence of service quality and promotion on purchasing decisions at DW Digital Printing. The survey was designed to collect quantitative data through a structured questionnaire distributed to consumers.

## 3.2. Materials and Tools

- a) **Questionnaire:** The primary tool for data collection was a questionnaire consisting of items measuring service quality, promotion, and purchasing decisions. The questionnaire was designed using a Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).
- b) **Survey Platform:** The questionnaire was distributed via Google Forms, allowing for easy data collection and management.
- c) **Statistical Software:** Data analysis was conducted using IBM SPSS Statistics (version 26), which facilitated hypothesis testing, reliability analysis, and regression analysis.

## 3.3. Participants

The study targeted consumers who had previously purchased from DW Digital Printing. A total of 61 respondents were selected using purposive sampling, ensuring that participants had relevant experience with the services offered by the company.

## 3.4. Research Conditions and Assumptions

The research was conducted under the following conditions:

- a) **Location:** The survey was conducted in Majalengka, where DW Digital Printing is located.
- b) **Timeframe:** Data collection occurred over a period of two weeks, from August 1 to August 15, 2024.
- c) **Assumptions:** It was assumed that respondents would provide honest and accurate responses based on their experiences. Additionally, it was assumed that the factors of service quality and promotion are relevant to the purchasing decisions of consumers in this context.

## 3.5. Theoretical Framework

The study is grounded in several theories related to marketing and consumer behavior:

- a) **Servqual Model:** This model, developed by Parasuraman et al. (1988), serves as a framework for assessing service quality based on five dimensions: tangibles, reliability, responsiveness, assurance, and empathy.
- b) **AIDA Model:** The Attention, Interest, Desire, Action (AIDA) model was utilized to understand the impact of promotional activities on consumer decision-making.

## 3.6. Data Analysis

The data collected from the questionnaire were analyzed using the following steps:

1. **Descriptive Statistics:** Basic statistics (mean, median, frequency) were calculated to summarize the data.
2. **Reliability Analysis:** Cronbach's alpha was computed to assess the internal consistency of the questionnaire items.

3. Hypothesis Testing: T-tests and F-tests were conducted to evaluate the significance of the relationships between the independent variables (service quality and promotion) and the dependent variable (purchase decisions).

## 4. RESULTS AND DISCUSSIONS

### 4.1. Results

The results of the study reveal significant findings regarding the influence of service quality and promotion on purchasing decisions at DW Digital Printing:

- a) Service Quality: The analysis shows that service quality has a positive and significant impact on purchase decisions. The t-test results indicated a t-value of 4.513, which is greater than the t-table value of 1.671 ( $p < 0.05$ ). This suggests that higher service quality leads to increased likelihood of purchase.
- b) Promotion: The results for promotion indicate a positive relationship with purchase decisions; however, the effect was not statistically significant. The t-value for promotion was 1.544, which is less than the t-table value of 1.671 ( $p > 0.05$ ). This means that while promotion contributes positively, it does not significantly influence purchasing decisions compared to service quality.
- c) Simultaneous Influence: The F-test results showed an F-value of 78.488, which is significantly higher than the F-table value of 2.40 ( $p < 0.05$ ). This indicates that both service quality and promotion together have a significant effect on purchase decisions.

### 4.2. Discussions

The findings of this study align with existing literature on service quality and its impact on consumer behavior. The significant influence of service quality on purchasing decisions corroborates the Servqual Model proposed by Parasuraman et al. (1988), which emphasizes that consumers evaluate service quality based on various dimensions. As consumers experience higher service quality—characterized by responsiveness, reliability, and empathy—they are more likely to make purchasing decisions.

In contrast, the lack of significant results for promotion may reflect the nuances of consumer behavior in the local market context. While promotions are generally expected to stimulate interest and drive purchases, the findings suggest that consumers prioritize their experiences with service quality over promotional offers. This aligns with the AIDA Model, which posits that while promotions can capture attention, they must be supported by a solid service experience to convert interest into action (purchases).

## 5. CONCLUSION

This study successfully achieved its objectives of examining the influence of service quality and promotion on purchasing decisions at DW Digital Printing. The findings indicate that service quality has a significant positive effect on purchase decisions, confirming the hypothesis that enhancing service quality can lead to increased consumer engagement and loyalty. In contrast, while promotion positively influences purchasing decisions, it does not have a statistically significant impact, suggesting that consumers prioritize service experience over promotional efforts.

## LIMITATION AND STUDY FORWARD

Despite the valuable insights gained, this study has certain limitations:

1. **Sample Size:** The study was conducted with a limited sample of 61 respondents, which may not fully represent the broader consumer base of DW Digital Printing. Future studies should consider larger and more diverse samples to enhance generalizability.
2. **Geographic Focus:** The research was limited to consumers in Majalengka, which may restrict the applicability of the findings to other regions. Expanding the study to multiple locations could provide a more comprehensive view of consumer behavior.
3. **Promotional Strategies:** The analysis primarily focused on general promotional activities without delving into specific promotional strategies or channels. Future research could explore which types of promotions are most effective in influencing purchasing decisions.
4. **Temporal Context:** The study's timeframe may not capture seasonal variations in consumer behavior. Longitudinal studies could provide deeper insights into how purchasing decisions fluctuate over time.

Future research should aim to explore specific promotional strategies that effectively engage consumers. Additionally, investigating the interplay between service quality and promotions across different industries could yield valuable comparative insights. Qualitative studies, such as interviews or focus groups, may also enrich understanding of consumer motivations and preferences.

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